

SENATE BILL SUMMARY

Prepared by the Division of Legislative Information for the Senate Bill **AS ORIGINALLY FILED**. For more detail, see Senate Bill Analyses, if available, prepared by the Senate's professional committee staff.

SB 1324 Direct-mail Marketing Solicitation/ Do-not-mail Registry by Senator Aronberg

Requires the Department of Agriculture and Consumer Services (DOACS) to have operational by July 1, 2010, a "do-not-mail" statewide registry which shall contain a list of consumers who do not wish to receive direct-mail marketing solicitations. Provides for a person to place his or her name on the registry by calling a toll-free number or by using the department's Internet website. Prohibits a direct-mail marketer from mailing solicitations to persons on the do-not-mail registry, more than 30 days after the consumer's name and address appear on the then-current quarterly do-not-mail statewide registry. Provides that the DOACS, the Department of Legal Affairs, or a consumer may bring a civil action for violation of specified sections of this act. (See bill for details)